

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Serial No.: 09/916,951 Group Art Unit: 3623

Filed: July 27, 2001 Docket No.: 1137.1103101

Confirmation No.: 9341

For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY
OF A MARKETING PROJECT

OK to enter
for 3-31-06

RESPONSE AFTER FINAL

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I hereby certify that this paper is being electronically transmitted
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Lynn Thompson Date

March 23, 2006

This Response is being filed in response to the Official Action of the Examiner mailed January 24, 2006, setting a three-month shortened statutory period for response ending April 24, 2006.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.